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ABSTRACT

This manual explains how to construct a questionnaire. It is intended for the novice researcher who has little experience in questionnaire construction. The first seven chapters discuss the following seven stages in questionnaire development: (1) establishing the guiding questions; (2) operationalizing and clarifying the guiding questions; (3) writing items and formatting responses; (4) conducting the alignment check; (5) writing directions; (6) categorizing respondents; and (7) marketing the questionnaire. Chapters 8 through 12 discuss the evaluation, analysis, and reporting of questionnaire data. The discussion is accompanied by a prototype questionnaire about the leadership of elementary school principals. This model is developed throughout the chapters. Attached resources A through C contain further product examples. Resource D contains a checklist for evaluating questionnaire flaws, and Resource E contains two additional examples to illustrate the first six stages of questionnaire development. (Contains six figures and two tables.) (SLD)

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